



# OTA ALC Annual Meeting

## Session 1: Student Recruitment

October 1, 2024

Barbara Seguire, MAED, COTA/L, ROH  
Andrew Min, MS, COTA/L  
Laura Green OTR/L, MOT, CFNIP  
Shannon White, MA, COTA/L, CAPM, ROH

# Student Recruitment

# Introductions



Shannon White,  
MA, COTA/L,  
CAPM, ROH



Barbara Seguire,  
MAED, COTA/L, ROH



Andrew Min, MS,  
COTA/L



Laura Green OTR/L,  
MOT, CFNIP

# **Where Are We at with Recruitment?**

# Community College Trends

Undergraduate enrollment grew 2.5 percent (+359,000) in spring 2024;

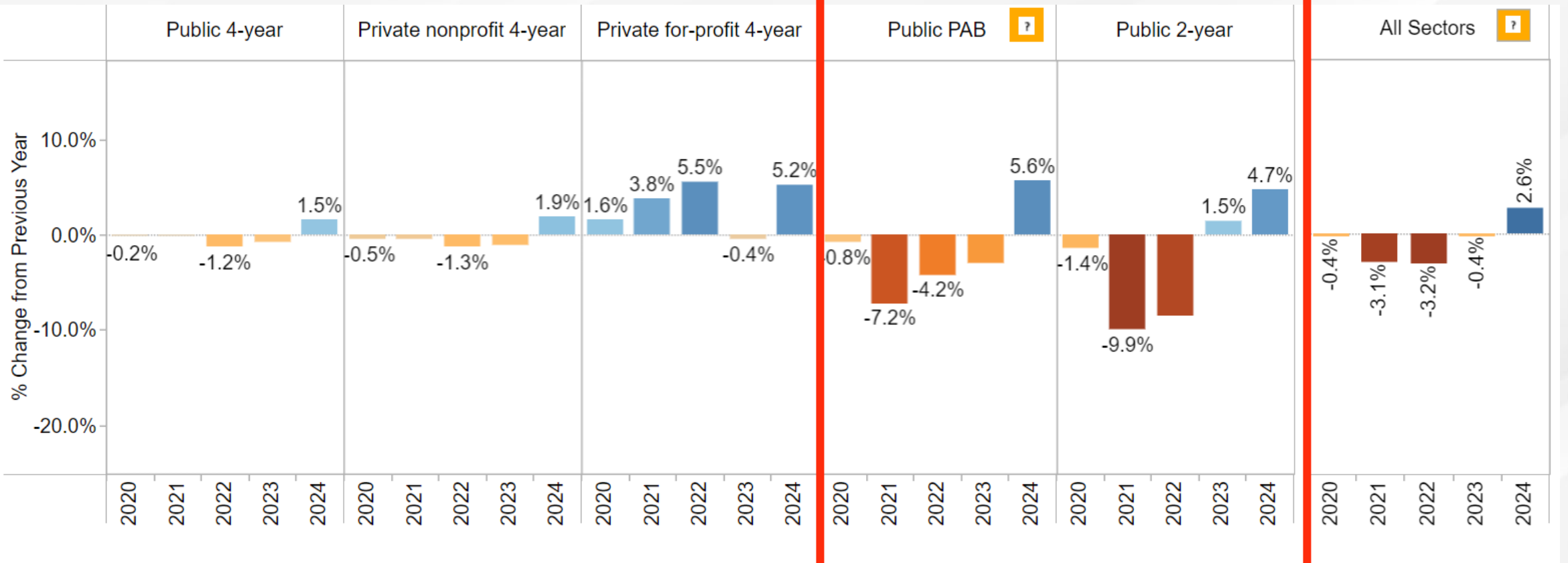
Marking the second consecutive semester of enrollment growth following years of decline during the pandemic;

Gains occurred across all major sector groups;

BUT.....majority (55.7%) of this increase is due to community college growth (+200,000, +4.7% over spring 2023);

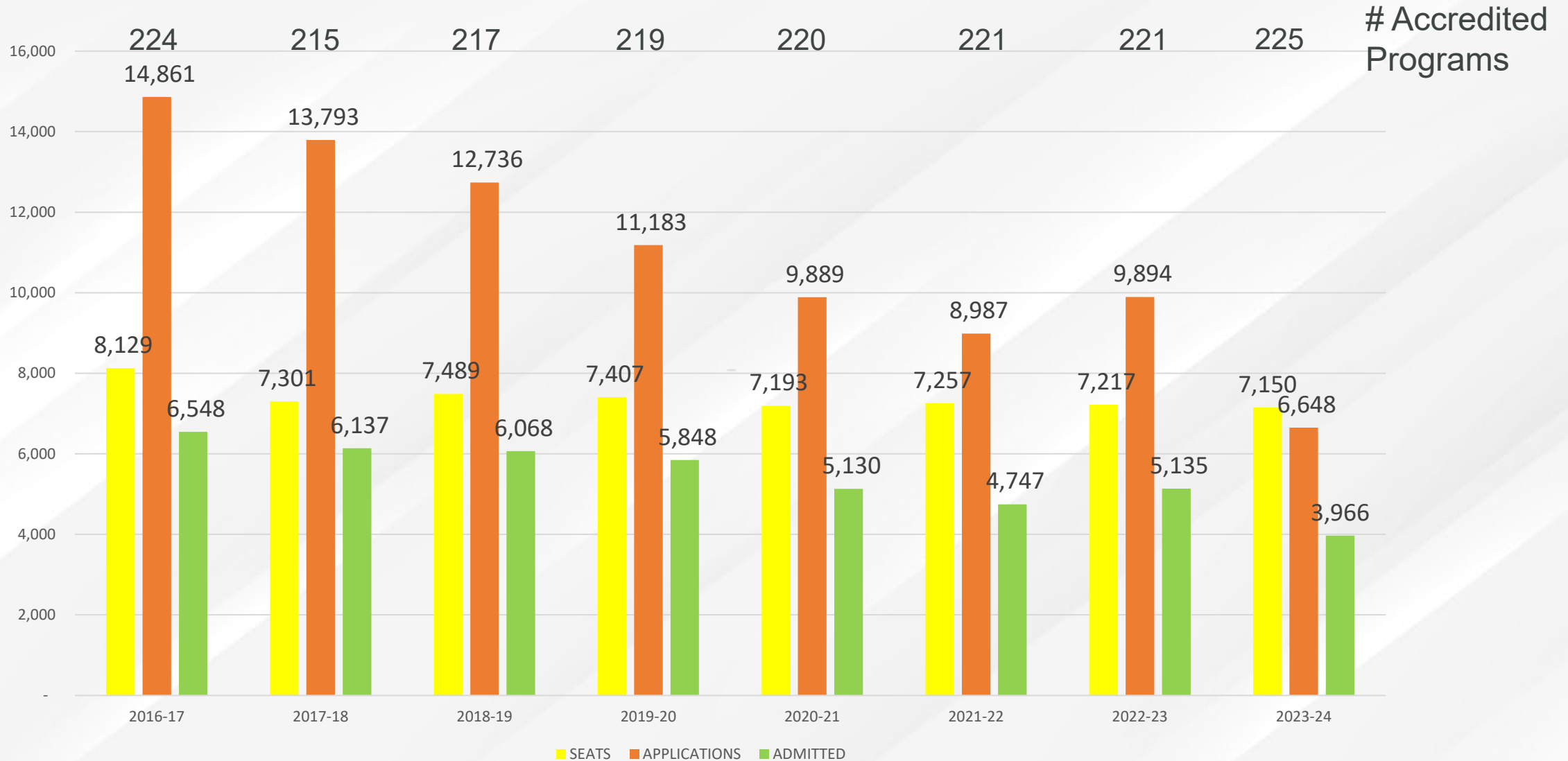
Ungraduated 2-year programs in health saw a 4.4% growth over the previous year

<https://nscresearchcenter.org/current-term-enrollment-estimates/>

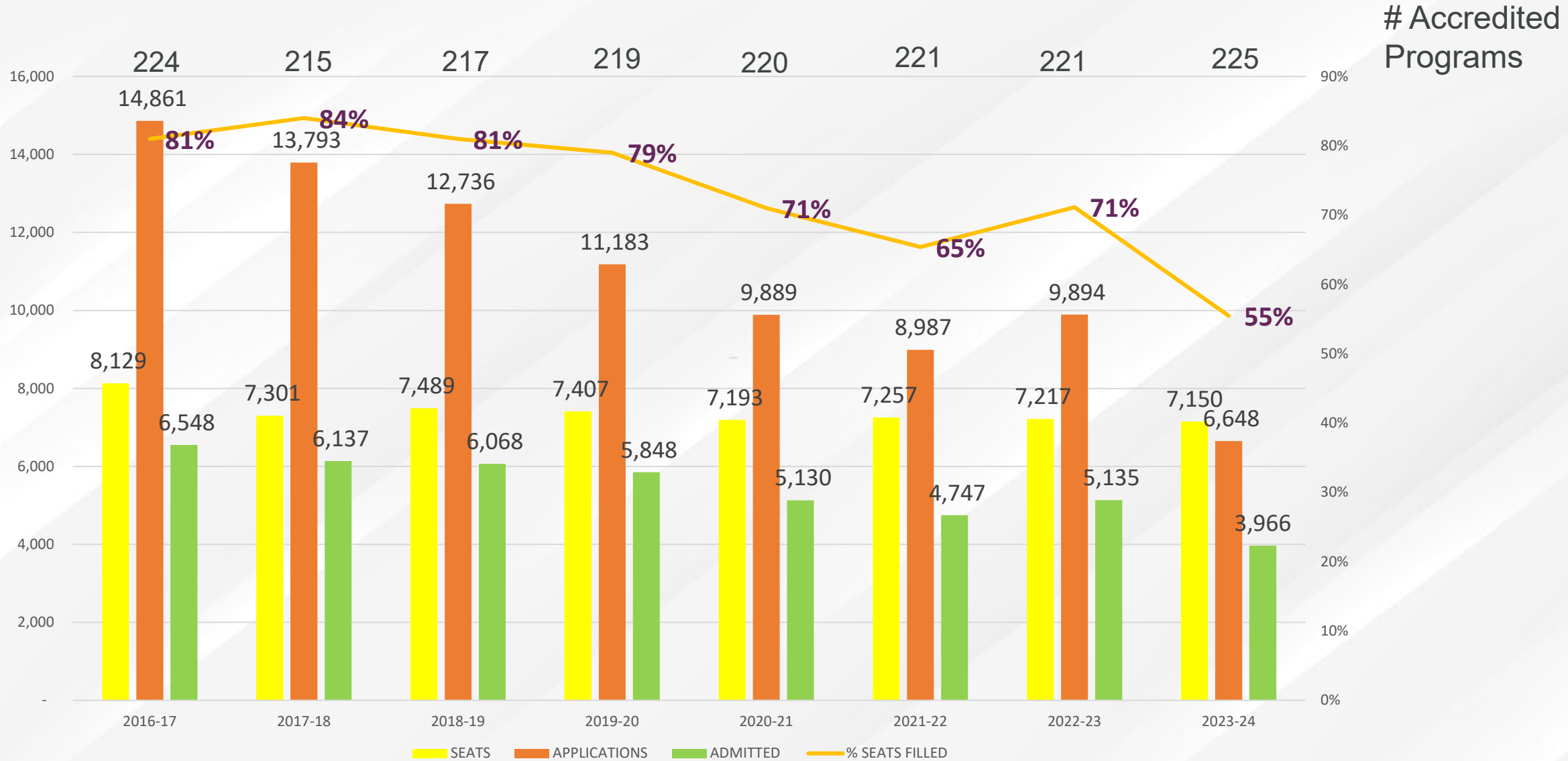


PAB= Primarily Associate-Degree Granting Baccalaureate Institutions refer to institutions that primarily award associate degrees while also offering bachelor's degree programs.

# OTA Programs AY 2023-2024 Admissions



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# Challenges and Strategies with Student Recruitment

# Audience Q & A



American  
Occupational Therapy  
Association